LENGTH
(Vitaphone)
7309 Feet
RUNNING TIME
80 Minutes

FIRST NATIONAL
And VITAPHONE
TALKING PICTURES

FIRST NATIONAL PICTURES

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321 WEST 44th STREET — NEW YORK CITY, U. S. A.

HOT HEIRESS

With BEN LYON — ONA MUNSON

SUMMARY

Comedy-romance of a wealthy debutante and a handsome young steel riveter. It has clever, wise-cracking dialogue and snappy incidental songs. It is essentially light, gay, and highly diverting screen fare.

THE CAST

Hap Harrigan, *a steel riveter* ..... BEN LYON
Juliette Hunter, *an heiress* ..... ONA MUN[illegible]
[illegible]*ay, a social lion* ..... WALTER PI[illegible]
..... TOM [illegible]

NEW SCREEN SWEETHEARTS

Cut No. 14
Cut 30c, Mat 10c

Ona Munson and Ben Lyon are the newest reel-life sweethearts to come to the Strand screen. The picture is "The Hot Heiress," a delightful comedy-romance. Tom Dugan, Inez Courtney and Walter Pidgeon are among the other notables in the cast. It is a First National and Vitaphone Picture.

Who's Who In "The Hot Heiress"

ONA MUNSON—Broadway stage favorite in "No No, Nanette," "Tip-Toes," and "Hold Everything." Seen in First National's "Going Wild" with Joe E. Brown and in the leading role in "The Hot Heiress." Born in Portland Oregon.

BEN LYON—Star of stage and screen recently in "Hell's Angels," Warner Bros. "My Past" and in First National's "The Hot Heiress." Husband of Bebe Daniels. Born in Atlanta, Ga.

TOM DUGAN—Character actor of stage and screen. Seen in "Sonny Boy," "Bright Lights," "They Learned About Women," "Melody of Love," "Broadway Babies" and "Drag." Born in Dublin, Ireland.

WALTER PIDGEON—Stage and screen favorite seen in "Woman Wise," "The Girl from Rio," "Her Private Life," "A Most Immoral Lady," "Melody of Love," "Bride of the Regiment," "Viennese Nights," and "The Hot Heiress," Born in Canada.

INEZ COURTNEY—Seen on the screen in First National's "Loose Ankles," "Song of the Flame," "Spring Is Here," "Bright Lights," and "The Hot Heiress." Born in Amsterdam, New York.

THELMA TODD—Appeared in "The Noose," "Seven Footprints to Satan," "Naughty Baby," "Careers," "The Crash," "Hell's Angels," "Her Private Life," "The House of Horror," "Trial Marriage," and "The Hot Heiress." Born in Lawrence, Mass.

HOLMES HERBERT—Seen in "The Terror," "On Trial," "Say It with Songs," "Madame X," "The Thirteenth Chair," "Untamed," "The Kiss," and "The Hot Heiress." Born in Dublin Ireland.

GEORGE IRVING—On the stage in "Craig's Wife," "The Goose Hangs High," "Pigs," and many others and on the screen in "Coquette," "The Dance of Life," "Paris Bound," "Thunderbolt," "The Last Performance," and "The Hot Heiress." Born in New York City.

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ROUTINE STORY

(This story contains all the important facts about "The Hot Heiress." Release it several days before the coming of the picture to your house.)

"The Hot Heiress," latest First National comedy-drama, comes to the .....Theatre.....next for a run of.....days. This strictly modern romance is from an original story by Herbert Fields. The cast is headed by Ona Munson, beautiful recruit from the Broadway stage, and Ben Lyon of "Hell's Angels" fame. Others who play prominent parts are Tom Dugan, Walter Pidgeon, Inez Courtney, Thelma Todd, Elise Bartlett, Holmes Herbert, Nella Walker and George Irving. Clarence Badger directed.

"The Hot Heiress" presents the startling adventures of Juliette Hunter, a Park Avenue society girl, whose roving eye sees and covets a roughneck riveter, Hap Harrigan, who nonchalantly works among the steel girders of the skyscraper, which is mushrooming up, next door to the hifalutin Hunter apartment.

Hap, one lucky day, misses the rivet that Dugan, his comical helper, tosses to him. The hot metal hurtles into the dainty boudoir of Juliette, igniting the carpet. Hap and Dugan crawl into the high room to put out the blaze and Juliette promptly feigns a faint in the arms of the handsome Hap. She then and there decides to capture him for a husband, in spite of the wealthy man-about-town to whom she is engaged.

Her swanky friends sneer, her aristocratic parents scold, but Juliette stands pat. On one occasion Hap fancies her ashamed of him, and disappears. The undaunted lady takes a room adjoining the next building on which Hap is riveting—manages, by hook and by crook, to rivet his attention, and—but that is the story! "The Hot Heiress" has the complete bag of tricks—thrills, laughs, snappy dialogue, romance and—for good measure—several songs by those Tin Pan Alley hit-makers, Rodgers and Hart.

These bits of haunting melody are so cleverly interwoven with the texture of the story that they seem an inevitable and altogether delightful part of it. The titles of the songs are "Like Ordinary People Do," "You're the Cats" and "Nobody Loves a Riveter." Ona Munson and Ben Lyon render the verses with Inez Courtney and Tom Dugan chiming in on the comedy choruses.

"The Hot Heiress" is the sort of entertainment that puts old man care on the run. It is the ancient story of love that laughs at locksmiths, in a modern setting—with overtones of the life of the magical city, which O. Henry called "Bagdad on the Subway." Put on your list of pictures that must be seen, "The Hot Heiress."

SYNOPSIS

(Not for Publication)

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From the bedroom window of her Park Avenue apartment Juliette Hunter, a wealthy debutante, can see the framework of a new building being erected next door.

Hap Harrigan and Tom Dugan, riveters, are working outside Juliette's window. Hap misses a rivet which Tom has tossed to him, the bit of hot metal crashes through Julie's window and ignites the carpet. Tom and Hap crawl into the bedroom to put out the fire. Julie faints. When she revives in Hap's arms she decides she's going to like him. Hap is awed but pleased.

Julie has lunch for two sent into her boudoir next day and invites possible.

Julie's parents have arranged an advantageous marriage for her. She tells them that she wants to marry Hap, adding that he is an architect. The Hunters consent to meeting him, so Julie invites Tom, Margie, and Hap to a weekend party at the Hunter country estate.

Hap is presented to Mr. and Mrs. Hunter who find him impossible. Mr. Hunter refers to Hap's architecture and Hap learns of Julie's attempt to deceive her parents about his station. He interprets it as meaning that Julie is ashamed of him. He leaves the party. Julie hears nothing from him for several months until a chance meeting with Margie brings the information that he is working in Greenwich Village.

Juliette finds the place, rents a room in an untidy old house from the window of which she can watch Hap and Tom work. Hap looks up and sees her one day but refuses to pay the slightest attention. He finishes work on the second story that day and is to move up to the third tomorrow. Julie likewise moves up a story in the rooming house. The next day she prepares lunch, signals Tom to place a board between the buildings so she can crawl across to eat with Hap. Halfway across she becomes frightened and screams. Hap looks up and is overjoyed to see her. Between bites of pie they agree to be married after Julie has promised she will be content to live on Hap's salary with no financial assistance from her parents.

SHORTS

Suggested shorts to fill the program are—

BELIEVE IT OR NOT
Robert L. Ripley's Sensational Series

DRAMA SERIES

CELEBRITIES

Any one of the above will delightfully accompany "The Hot Heiress".

Exploitation That Aims At The Masses. "The Hot Heiress" Was Made For The Masses!

WHIRLWIND CAMPAIGN

By whirlwind campaign in this instance, we refer to a concentrated drive for a box-office record, bringing into play the augmented advertising mediums you would usually employ, doubled and tripled, together with every other exploitation medium that can constructively hook up with these units. "The Hot Heiress" is one of the most captivating pictures you have ever played. That is a fact you must sell to your public in the most convincing way you have ever sold anything.

BILL LIKE A CIRCUS

The posters and other accessories on "The Hot Heiress" are of strictly big-time calibre, the liberal use of which is bound to accentuate the importance of this wonderful attraction. Beg, borrow or steal every stand location in town. Plaster every available 'shot' with the smaller posters. Lithograph every empty window. Bill the limit with window cards. Herald the town as it has never been heralded before.

SUPPLEMENTARY BILLING

Don't be satisfied in grabbing off every standard poster location. Send out a 'bucket brigade' along the highways, the site of buildings under construction and being dismantled, barns, fences and every available spot where a snipe can be posted. For this campaign get out type one and three sheets with copy similar to following:

THE HOT HEIRESS
WILL BURN UP
YOUR BLUES
NOW AT STRAND

executed place-cards bearing copy suggested here, to managers of principal hotels, and headwaiters of your leading restaurants and cabarets. These should be welcomed on account of the gesture of friendliness these cards embody for their guests and patrons. The usual complimentaries for the cooperating parties are in order and arrange that in the case of hotels, these cards are placed in each mail box or under the glass top of desk in rooms and in restaurants at the plate of each patron. Here is your copy:

WE LIKE TO FEEL THAT YOU ARE OUR HONORED GUEST, BECAUSE YOU ENJOY THE GOOD THINGS IN LIFE. APPRECIATE OUR EFFORTS TO PLEASE AND OUR PERSONAL PLEASURE IN MAKING YOU WELCOME. MIGHT WE SUGGEST FOR YOUR FURTHER ENJOYMENT, THE WITNESSING OF THAT HIGHLY RECOMMENDED COMEDY-DRAMA "THE HOT HEIRESS" FEATURING ONA MUNSON AND BEN LYON, NOW AT THE STRAND THEATRE. THE MANAGEMENT.

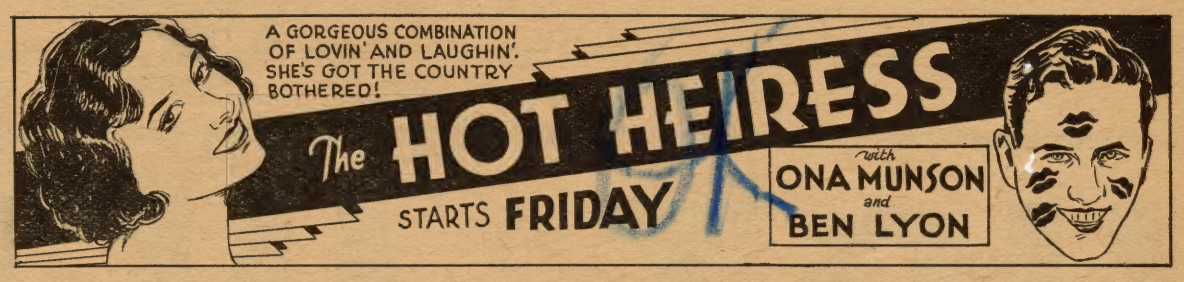
With a slight alteration of copy, these cards are ideal for taxis and bus lines, also as counter cards in leading stores and smart shops.

PAPER BAGS

An additional angle is furnished here, namely supplying one or more grocers with a few thousand standard sized paper-bags carrying the following imprint:

THANK YOU. CALL AGAIN. IN FURTHER APPRECIATION MIGHT WE MAKE A SUGGESTION THAT WILL MAKE YOUR SHOPPING EXPEDITION ALL THE MORE PROFITABLE. BY

Boy! What An Exit Banner!


A GORGEOUS COMBINATION OF LOVIN' AND LAUGHIN'. SHE'S GOT THE COUNTRY BOTHERED!
The HOT HEIRESS
STARTS FRIDAY
with ONA MUNSON and BEN LYON

Use a colored enlargement of "Ona Munson, No. 8" and one of Ben Lyon retouched as indicated. Title white on dark red band; copy deep blue on light blue; date deep blue on yellow; cast in vermillion and light blue on white; upper decoration yellow with deep blue shadow; lower bars in light blue with deep blue shadow.

BALLYHOO LADY

Get the use of the spiffiest sports model car to be had. Have it driven all over town by a woman dressed in brilliant red with red hat and mask covering the eyes only. On the car, a banner or placard displays the words: "THE HOT HEIRESS PREFERS THIS MODEL.....CAR."

Make up cards for shop windows or use on telephone poles, fences, etc. with the caption "WATCH FOR 'THE HOT HEIRESS' SCORCHING IN HER NEW..... SPORTS MODEL CAR." The letters should be in bright red on white cards. Some dealer will be glad to let the car be used [illegible] the publicity. Mention him [illegible] he screen and on cards like ing:

.....

235 Front St.

provides the ..... sports model used by the Girl in Red in her travels about town heralding

"THE HOT HEIRESS"

Strand .....Next

THE LOBBY DECORATION

Enlarge heads of Ona Munson, Ben Lyon and Walter Pidgeon, to be framed for lobby decoration. Ona Munson who plays the Hot Heiress should be in brilliant red—Ben Lyon in deep blue—Walter Pidgeon in green. The solid color effects are secured by dipping the enlarge-

ments in dye. Another addition to the effectiveness of the lobby display may be secured by concealing electric fans, below bright red ribbons which flare upward looking like flames. This may also be done around the marquee top.

FLAMING MARQUEE

Never before have you had a stunt so clever in its conception, so sensational and so easily accomplished.

Place a wooden trough, large enough to conceal a row of electric fans (lying on their backs) on the side of your marquee. The trough can be easily fastened to the side with ordinary wire. Your electrics should be utilized if possible, just for the title "The Hot Heiress." Across the top of this trough stretch a thin wire to which you should attach thin pieces of silk in pennant form about one foot wide and four feet long. These pennants should be in alternating colors of red and yellow and placed six inches apart.

The breeze caused by the hidden fans blows the pennants across the side of your marquee giving the effect of flames licking upwards at the title. The trough should be so placed that the flames conceal the lower part of the letters in title. The effect can be hei

HEATED CARDS

Make up cards with print in red for use in taxis and with strings attached to hang on auto-doors—"HEATED—THE HOT HEIRESS, STRAND THEATRE."

FOOT PRINTS

Where permission can be had print in red on streets leading to the theatre, print of dainty feminine shoe-soles and high-heels—after them some little distance print of large man's-shoes as if following. Stencil "HE CAN'T CATCH UP WITH THE HOT HEIRESS!"

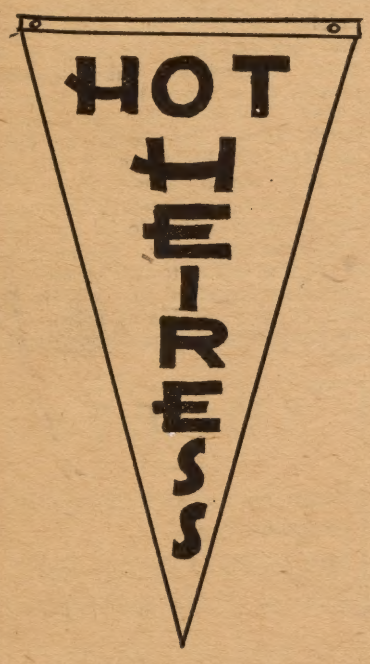
HOTSY-TOTSY TRAILER

The tantalizingly uproarious story of the rising young iron-riveter and the swanky Park Avenue heiress—heralded in one of the most lead-em-in trailers in the history of the talkies. Sells tickets like hot cakes. Use it early and often.

SPOTLIGHT IN RED

Fix spotlight so that the theatre may appear in red. The red light may be cast so as to make the lobby glow as if on fire. Alternating or winking red light may be made to play over cut-out from poster, used on the marquee.

PENNANTS



Six different color combinations. Twelve inches wide by thirty inches deep. Eyelets in each corner for suspension or stringing together.

Moderately priced at $2.00 per dozen

Not available at your exchange.

Order direct from manufacturer

MORRIS LIBERMAN
690 Eighth Avenue
New York City, N. Y.

— and HOW I laughed!

Comedies are my weakness. I like to laugh as much as the rest of the world. But the way I laughed at "The Hot Heiress" just ruined me for the rest of the day. It would have been awfully embarrassing, had not the entire executive personnel of the home office joined me in the most violent ha-ha's our projection room has ever heard.

Read some of the wise-cracks on column 3 page 3 and get a couple of laughs yourself. And try to get that spirit of gayety and fun into your campaign!

The Editor.

Write And Tell Us About YOUR Campaign. Your Brother Exhibitor Wants To Know.

SONGS IN "HOT HEIRESS" WORTH EXPLOITING TO LIMIT!

"The Hot Heiress" is not a musical comedy! It is not an operetta! It is a new kind of musical romance for which no one has yet found a suitable name.

Undoubtedly, "The Hot Heiress" will start a craze for this kind of modern, peppy entertainment with a dash or two of sparkling melodies to spice it!

The songs are different. The titles alone give you the "slant" employed in their creation. They are worth exploiting to the 'nth degree.

Radio stations, music stores, hotel orchestras, popular jazz bands, etc. etc. are the best mediums.

Title pages are available from

HARMS, INC. 619 WEST 54th ST. NEW YORK

Colorful Suggestions For Lobby Frames

Each one of these frames has been adapted from ads contained in this press sheet. Reproduce them to correspond with the proportion of your frames.

Color background brilliant yellow with panel on left in blue with yellow lettering. Title white on vermillion. All decoration in vermillion, white and yellow. Use still of Lyon if you prefer and retouch as illustrated.

You may use stills "Ona Munson No. 8" and "Hot Heiress, No. Pub. C" if you prefer them to the corresponding ad. Mount Lyon on a light blue panel and girl on brilliant yellow ground. Panel at right, deep blue with stripes white and red. Title vermillion with white outline.

Background on which man is mounted is brilliant yellow and surrounding bars in alternating yellow and white. Title vermillion on sky blue ground, copy in purple on white. Color illustration in vivid contrasting shades.

Title red on white and cast in blue. Background should be in various tints of stone, fawn and dove grey as indicated by circles. Man's jacket dark blue, hair deep brown with blue highlights. Straps on woman's dress light blue.

HARDWARE WINDOW

Arrange for a display of rivets, banners, nails, etc. with stills from the picture and the words "ROMANCE OF A RIVETER AND A 'HOT HEIRESS'."

TRAVELING CRANE

In some downtown building under construction, have a couple swing up in the crane and drop throwaways advertising the picture. Two men may do the stunt, one dressed as fashionable modern girl, the man in overalls.

Here Is An Exceptional Novelty — Use It!

Reproduced below is an actual size fac-simile of a novel attention-getter available on this picture.

But Not Her Dough

Who is she? Heat this and see! Then come and see her in the newest and funniest thing in pictures
HEAT HERE
The HOT HEIRESS
with Ben Lyon-Ona Munson and a huge cast

DIRECTION FOR MYSTERY MESSAGE

To make it APPEAR hold flat above any heating appliance, hot radiator, electric bulb, hot iron or match (do not burn it).

To make it DISAPPEAR, let it cool off or Blow your breath on it.

© & Pub. by D. H. Silberer, 571 St. Lawrence Ave., N. Y. C.

Can be used over and over again.

When heated as indicated the title and cast is revealed. This operation can be repeated any number of times.

Lots of 1000	$15.00 per M
Lots of 2500	14.00 per M
Lots of 5000	12.50 per M
Lots of 10,000	10.00 per M

Including imprint on reverse side
(Theatre, playdate, etc.)

Order direct from manufacturer

DARWIN H. SILBERER
609 St. Lawrence Avenue
New York City

WISECRACKS

from "The Hot Heiress," First National and Vitaphone production featuring Ben Lyon and Ona Munson now at the..... Theatre.

SHE MUST BE FAST

Dugan (Tom Dugan)—"Them swell dames are too fast for us."

Harrigan—"They ain't all fast. I bet Julie ain't."

Dugan—"Aw, they're all alike. I ...e's so fast she could turn out ...nd jump in bed before ...dark!"

* * *

HE LIKES THE ROOT

Dugan (Tom Dugan) to Harrigan (Ben Lyon), philosophically—"Women, women, the root of all evil! Well, gimme a hunk of the root."

* * *

RANK???

Hap Harrigan (Ben Lyon) to Juliette (Ona Munson)—"It ain't in the cards, sister—we don't fit. We ain't in the same rank—I'm much ranker than you."

* * *

EXPERIENCED

Juliette (Ona Munson)—"Where did you learn to kiss like that?"

Hap (Ben Lyon)—"I used to play a saxophone!"

* * *

CRIPPLED

Dugan (Tom Dugan—"Your love is deformed."

Hap (Ben Lyon)—"What do you mean deformed?"

Dugan—"It's all one-sided."

* * *

A RUINED MASTERPIECE

Dugan (Tom Dugan)—"Juliette said her mother was a sculptor once."

Hap (Ben Lyon)—"Yea? Well she sure made a bust of Julie!"

* * *

NEVERTHELESS

Hap (Ben Lyon)—"When we was broke last month didn't I share the last dollar with you?"

Dugan (Tom Dugan)—"Yeah, but it was my dollar."

* * *

PLAYING SAFE

Hap (Ben Lyon)—"It's bad luck to postpone a wedding."

Juliette (Ona Munson)—"Not if you keep on postponing it."

* * *

SOMETHING WRONG

Dugan (Tom Dugan) to Hap (Ben Lyon)—"You ought to have an X-Ray taken of yourself to find out what women see in you."

* * *

STAYING AWAY

Margie (Inez Courtney)—"I'm taking a vacation. My mother's supporting me."

Juliette—(Ona Munson)—"Oh yes, what does she do?"

Margie—"She gets paid for staying away from father."

* * *

JUST A BRAVE MAN

Dugan (Tom Dugan)—"Will you marry me?"

Margie (Inez Courtney)—"You gotta see my mother."

Dugan (Tom Dugan)—"I've seen her and I'm willing to marry you anyway."

CATCHLINES

* * * *

Hotsy Totsy Romance That Will Burn Up Your Blues.

* * * *

Hot Heiress Gives Park Avenue the Cold Shoulder for Low Brow Lover.

* * * *

Park Avenue with a Sap vs. Eleventh Avenue with Hap.

* * * *

What a Pair! A Park Avenue Juliet—an East Side Romeo!

* * * *

Sizzling Romance

*

Rip-Roaring Romance of a Rich Girl and a Roughneck.

* * * *

Girl Heiress Sky-Walks Iron Girders to Get Her Man.

MONEY DOESN'T COUNT WHEN HOT HEIRESS MEETS RIVETER

Money may make "the mare to go whether she has legs or no," but when youth meets youth, it is not a question of bank balances. In "The Hot Heiress," the First National picture which is now showing at the.....Theatre, a husky riveter, with his Irish helper, is at work on a skyscraper next door to a swanky Park Avenue apartment when a red hot rivet is missed by him, and directed by fate, it hurls into the silken boudoir of one of the four hundred, who is meditating not too happily on the rich nitwit she is to marry, according to the mandate of her high-hat parents.

When the riveter, followed by his faithful helper, tramps across girders to her room to put out the flame which has been set going by the rivet, he and the heiress strike up a flirtation which leads them, by many uproarious mazes into marriage, in spite of all the haughty folks who object. "The Hot Heiress" is one of the most amusing as well as most human of comedies.

"The Hot Heiress" Here

Record crowds are going goofy at the.....Theatre at the antics of the roughneck riveter and the Park Avenue heiress, in "God's Gift to Woman," latest First National production. The heroine decides to cast aside all her swanky friends to keep house in a Harlem flat, with a lad whose knowledge of grammar is overbalanced by his love-making. Ben Lyon and beautiful Ona Munson are featured, with many other screen favorites in their support. Clarence Badger directed.

Official Billing

First National Pictures, Inc.	25%
Present	
THE HOT HEIRESS	100%
With	
Ben Lyon, Ona Munson, Walter Pidgeon	20%
Tom Dugan Inez Courtney Holmes Herbert	
Original Story by Herbert Fields	
Music and lyrics by Richard Rodgers and Lorenz Hart	20%
Directed by Clarence Badger	20%
Photographed by Sol Polito	10%
Edited by Thomas Pratt	10%
Art Director, Jack Okey	10%
A First National and Vitaphone Production	25%

Ona Munson Is A Wow In The Title Role. Bill Her Big And Note The Raves!

HE WORKS WITH RED HOT RIVETS! SHE WORKS WITH RED HOT KISSES!

See this rivetting Romeo climb thirty stories of steel girders—into the heart of a jazzy Juliette of Park Avenue!

She broke the heart of stock-brokers but she couldn't high-hat a low-brow in love!

Don't Miss Her — She's Rich!

THE HOT HEIRESS

By Fields, Rodgers & Hart

with

BEN LYON—ONA MUNSON

WALTER PIDGEON

A First National & Vitaphone Picture

THE BEST SHOW IN TOWN *Is At The*

CAPITOL

MAIN and MARKET STS.

Cut No. 10 *Cut* 60c, *Mat* 15c

"THE HOT HEIRESS" RIOTOUS ROMANCE OF YOUNG RIVETER AND PARK AVENUE BEAUTY

Fast Moving Story With Excellent Cast Makes Film Sure Success

(Prepared Review Emphasizing the cast)

"The Hot Heiress," the First National and Vitaphone offering now current at the.....Theatre, presents a delightful old-fashioned love story in a snappy, ultra-modern setting.

The courtship of a struggling youth and a rich girl will continue to be interesting so long as people fall in love—and when that story is enacted by a brilliant cast, smoothly directed and beautifully photographed, the result simply can't escape being capital entertainment and that is precisely what "The Hot Heiress" is.

Big Ben Lyon is perfectly cast as Hap Harrigan, a steel riveter who falls in love with an heiress but still contends that a wife's place is in her home a home furnished and maintained in keeping with her husband's income. He wins his point when Ona Munson, as the heiress, drops her Park Avenue friends to cook corned beef and cabbage in the kitchen of a three-room apartment. Miss Munson, until recently a Broadway star, brings a captivating personality to the screen and makes an appealing heroine.

Walter Pidgeon does good work as Clay, a social lion. It's hardly fair to refer to the work of Inez Courtney and Tom Dugan, that ade- matched pair of comedians, dy relief," because they y into every spot of the y just naturally seem here.

es
and alker complete the
portin cast.

Bright personalities, good acting, an interesting story and adequate direction combine to make "The Hot Heiress," one of the season's most decidedly worthwhile pictures.

NEW STAR

Cut No. 15, *Cut* 15c, *Mat* 5c

In the title role of "The Hot Heiress" beautiful Ona Munson definitely establishes herself as a new screen luminary. She's currently at the Strand.

Has Steel Background

Much of the action in "The Hot Heiress," the First National picture which has the featured spot on the bill at the.....Theatre beginning ....., takes place on the steel framework for a New York sky-scraper. Ben Lyon and Tom Du- gan are cast ast a ter riveters, whil

Ill-Assorted Romance

"The Hot Heiress," a First National and Vitaphone production now current at the.....Theatre, tells of the romance of a construction riveter and an heiress. Ben Lyon and Ona Munson enact the featured roles while the comedy assignments are ably handled by Tom Dugan and Inez Courtney.

ONA MUNSON ROSE SENSATIONALLY TO TALKIE SUCCESS

(Biography as of Jan. 1, 1931)

Ona Munson, one of the reigning queens of musical comedy whose most important screen role is in "The Hot Heiress," a First National production which comes to the.....Theatre next....., was born in Portland, Oregon, June 16, 1908. The family name is Wolcott but Munson was chosen for professional use.

She received all her formal education at Miss Catlin's private school in Portland where she specialized in English literature, dancing, and piano. Shortly after her fourteenth birthday she left Portland for New York to continue her study of dancing. Her professional debut was made with Charles King in "Love Letters," an elaborate vaudeville act which toured the Keith-Orpheum circuits. She next originated a presentation of her own, "Ona Munson and Her Manly Revue," which toured the same circuit for more than a year.

Miss Munson, in company with her mother, traveled around the world after which they spent a year on the Riviera. She received her first musical comedy engagement in "No Other Girl," when she returned to New York in 1924. Her outstanding Broadway successes were scored with singing and dancing roles in "No, No, Nanette," "Tip-Toes," "Twinkle, Twinkle," "Manhattan Mary," and "Hold Everything." She made her film debut in "Going Wild."

Miss Munson is married to Eddie Buzzell, comedian of stage and screen. She is fond of all sports except golf. Much of her leisure is devoted to dancing.

HOT NEWS!

FIRE ON PARK AVENUE!

A warmhearted debutante with smouldering eyes and scorching lips is burning up all the flaming youths from noblemen to nobodies! Come and meet

The HOT HEIRESS

with BEN LYON

Ona MUNSON

A First National & Vitaphone Hit!

Cut No. 2 *Cut* 20c, *Mat* 5c

Really Smart Clothes Extremely Plain Says Miss Ona Munson

(Advance News)

A type of expensive simplicity new to motion picture wardrobes characterizes the gowns Ona Munson wears in "The Hot Heiress," the First National production in which she is featured with Ben Lyon, which comes to the..... Theatre.....next.

Many of Miss Munson's gowns for the picture were designed even before she arrived in Hollywood but immediately upon her arrival she insisted that they be changed.

"Extremely tight-fitting gowns of the kind that are so frequently used in pictures are in my opinion anything but smart. Few well-dressed actresses wear that type of thing off-screen. Somewhere between being decked out like a Christmas tree and looking like somebody's widow there's a happy medium of good taste."

"Of course an actress must dress to fit the character she is playing and since "I'm cast as an heiress in my current production I have an opportunity to wear really nice things. Really nice things do not have a preponderance of lace, frills and costume jewelry."

With the exception of an ornate negligee all Miss Munson's clothes for "The Hot Heiress" are extremely plain and cut on straight lines. Miss Munson has an individual style which sets off the clothes she wears.

Inez Courtney's Rise To Recognition Unusual

(Biography as of Jan. 1, 1931)

Inez Courtney, one of the cleverest of talking screen comediennes, was born in Amsterdam, New York. She attended public school until she was fifteen years old when her father died.

She had had no stage training and no theatrical antecedents but she decided that being an actress was the quickest and most pleasant way to financial independence. She and her mother set out for New York where Inez joined a vaudeville act called "Youthful Frolics." After the act had folded up she returned to New York and became a chorus girl in "Snapshots." Her next show was "Broadway World" in which she did a sister act with Gertrude MacDonald.

More vaudeville and musical comedy followed until she received her first big opportunity playing one of the leads in "Good News." Then came "Spring Is Here."

While in California on vacation she met an agent who persuaded her to take a screen test. One good part followed another in "Loose Ankles," "Spring Is Here," "Song of the Flame," and "Bright Lights." She has a typical role in "The Hot Heiress," the First National picture now playing at the.....Theatre.

Inez Courtney has never taken a dancing or singing lesson. She likes to read involved novels and never loses an opportunity to discuss them at parties. She collects pewter and etchings.

LAST TIMES TODAY

The HOT HEIRESS

with BEN LYON and ONA MUNSON

STANLEY *Broadway and Eighth*

Cut No. 23 *Cut* 40c, *Mat* 10c

Comedy That Clicks Every Time.
Clean, Clever And Up-To-The-Minute!

It takes HILARIOUS . . WOW . . SENSATIONAL . . KNOCK-OUT to describe—

The HOT HEIRESS

with

BEN LYON and ONA MUNSON
as the Torrid Love Team

Supported by

WALTER PIDGEON—INEZ COURTNEY

There's a million dollars worth of laughs in this comedy romance of a dazzling, desirable debutante and a rising young riveter! He comes up in the world—one floor at a time—'til he climbs thru her window and into her heart!

A First National & Vitaphone Production

Cut No. 11 *Cut* 40c, *Mat* 10c

Walter Pidgeon Once Musical Comedy And Vaudeville Actor

(*Biography as of Jan.* 1, 1931)

Walter Pidgeon is cast as Clay, a social lion, in "The Hot Heiress," the First National picture now at the.....Theatre. Although Pidgeon offscreen is anything but a social lion, his background and training fit him for a life of leisure and gentlemanly pursuits if a strenuous screen career didn't interfere.

Pidgeon was born in East St. John New Brunswick, Canada, where he attended prep school and military academy. His parents were both trained musicians and Walter and his three brothers became widely known throughout the province for their singing and piano playing at amateur affairs.

He enlisted in the Canadian Army in 1915 and served until the end of the World War. He became a partner in a Boston brokerage firm and when a financial crash wiped out his entire fortune he joined Elsie Janis for a series of concert tours.

Pidgeon appeared in vaudeville and musical comedy before coming to Hollywood. His best pictures include "Her Private Life," "A Most Immoral Lady," "Bride of the Regiment," "Toast of the Legion," "Viennese Nights," "Going Wild," and "The Hot Heiress."

Walter Pidgeon is six feet, two inches tall, weighs one hundred and ninety pounds, has grey eyes and black hair. Golf and music are his favorite forms of recreation.

"THE HOT HEIRESS" DELIGHTS FIRST NIGHT AUDIENCE HERE

Splendid Music Adds To Enjoyment Of Fine Film With Ben Lyon And Ona Munson Giving Perfect Portrayals In Leading Roles

(*Prepared Review Emphasizing Music*)

"The Hot Heiress," the First National and Vitaphone picture which opened last night at the..... Theatre was greeted heartily by the large audience.

One of the most noteworthy features of the picture is the thoroughly original manner in which captivating tunes are interwoven thru the delightfully human romance. It has long been contended that songs and action can be combined in logical fashion without retarding the progress of the story or sacrificing the best effects of the music and "The Hot Heiress" proves that such a combination is possible.

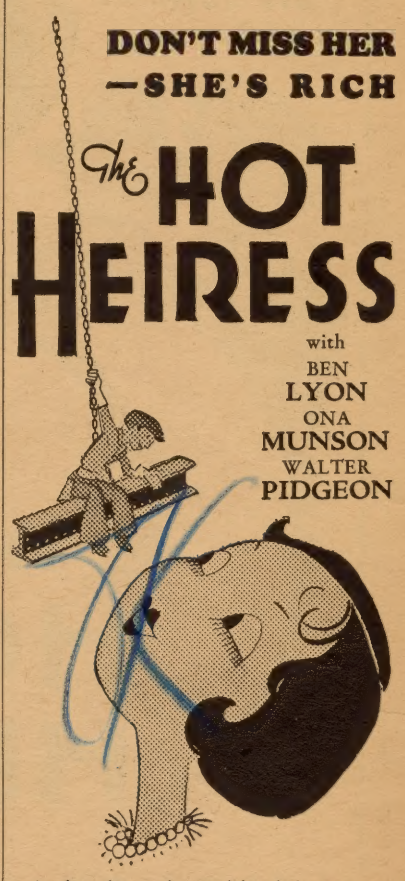
"The Hot Heiress" is the roughneck romance of Juliette Hunter, an heiress, and Hap Harrigan, a steel riveter. Juliette is a girl of wealth and education who conducts herself in quite the manner one might expect of any sensible young person. Park Avenue will probably be both pleased and surprised to see itself so intelligently portrayed in a motion picture.

Hap is characterized by boyish ardor and a contradictory way of treating everything in a matter of fact manner. There is, of course, the usual parental objection which is surmounted in a unique way.

Ona Munson, late of the musical comedy stage, makes a bewitching Juliette. Besides possessing beauty and charm she dances well and has a pleasing voice. Big Ben Lyon is perfectly cast as Hap.

The supporting cast includes Walter Pidgeon, Tom Dugan, Elise Bartlett, Thelma Todd, Inez Courtney, Nella Walker, George Irving, Holmes Herbert, and Aggie Herring.

"The Hot Heiress" is an original story for the screen by Herbert Fields with incid[ental songs by Richard Rodgers and Lorenz Hart. Clarence Badger directed.]



A dazzling desirable debutante and a rising young riveter who comes up in the world—one floor at a time—'til he climbs thru her window and into her heart!

A First National & Vitaphone Hit!

Ben Lyon Gets His Own Price Spite Of Being Movie Star

(*Advance Reader*)

Ben Lyon, featured player in "The Hot Heiress," the First N[ational and Vitaphone offering which will be the feature attraction at the.....Theatre beginning ....., has been called "a potential Marilyn Miller." Like the great star of musical comedy, Miss Munson is a talented dancer, singer, actress, and a beauty of striking personality. Ben Lyon appears opposite Miss Munson in "The Hot Heiress." Her role in this picture calls for varying moods and unusual characterization.

Ona Munson *as* Juliette Hunter *in* "The Hot Heiress"

Cut No. 25 *Cut* 15c *Mat* 5c

[rather more than ordinary sar[torial splendor. There were the gay costumes he wore in "Dancing Vienna," the smartly tailored togs for "Blue-beard's Seven Wives," and the natty uniforms in "Hell's Angels," but in his latest, "The Hot Heiress," he wears the overalls of a steel riveter throughout most of the picture. "The Hot Heiress" which come to the.....Theatre....., is a First National and Vitaphone offering.

Ben Lyon *as* "Hap" a riveting Romeo in "The Hot Heiress"

Cut No. 24 *Cut* 15c, *Mat* 5c

[next, like many stars, has tired of prices for practically buys, simply because pictures.

Before Lyon recently married Bebe Daniels, film star, he went to an exclusive florist to get prices for the wedding decorations. The florist asked about three times as much as he would charge non-professionals.

Lyon then had his secretary go around to other florist shops with the list of wedding decoration requirements and found them all to be within reason. The florist to which Lyon had first gone heard about it, called up and offered to do the job for exactly one-third the price he had first asked.

Ona Munson, Walter Pidgeon, Elise Bartlett, Tom Dugan, Thelma Todd, Inez Courtney, Holmes Herbert and George Irving appear with Lyon in "The Hot Heiress," which is an original story for the screen by Herbert Fields with incidental songs by Richard Rodgers and Lorenz Hart.

"Hot Heiress" Teams Riveter and Heiress

(*Current Reader*)

"The Hot Heiress," First National and Vitaphone production which is the current feature at the .....Theatre, chronicles the romance of a steel riveter and an heiress who forgoes both wealth and social position for love. The locale shifts between New York's Park Avenue and East Side.

The film boasts a large and notable cast which includes such well-known stage and screen names as Ona Munson, Ben Lyon, Walter Pidgeon, Tom Dugan, Elise Bartlett, Thelma Todd, Inez Courtney, Nella Walker, George Irving, Holmes Herbert, and Aggie Herring.

"The Hot Heiress" is an original screen story by Herbert Fields with incidental songs by Richard Rodgers and Lorenz Hart, the trio responsible for "Garrick Gaieties," "A Connecticut Yankee," "Spring Is Here," and other hits. Clarence Badger directed.

Attention

[Avenue heiress is re-gusted life until a red-hot rivet hurtles from the skyscraper going up next door, into her silken boudoir, setting fire to the expensive rug. The husky young riveter himself follows into the room to put the fire out—and then it is that a hotter fire surges up in the heart of the heroine—and a determination to capture him. See "The Hot H[eiress," the First National comedy, now showing at the.....Theatre.

Owns

Ona Munson who is co-featured with Ben Lyon in "The Hot Heiress," a First National and Vitaphone picture coming to the..... Theatre....., owns three valuable Chihuahua dogs which were given to her by Lupe Velez. The dogs require almost as much care as human babies, Miss Munson declares. Their names are Lupe, George White, and Cocoa.

YOUR LAST CHANCE

The HOT HEIRESS

with

BEN LYON
ONA MUNSON

For Your Best Time in Years

STANLEY *Last Time Today*

Cut No. 20 *Cut* 40c, *Mat* 10c

An Aristocratic Lady With A Democratic Smile

She's a jane with lots of jack . . . he's a sheik in workman's clothing!

The HOT HEIRESS

with

BEN LYON

Ona Munson—Walter Pidgeon

A First National & Vitaphone Picture

CAPITOL

Cut No. 6 *Cut* 40c, *Mat* 10c

Ben Lyon Convinces More Than Ever Before That He's Got What Everybody Loves!

Don't Miss Her—She's Rich

This jane with lots of jack—and lots of Johns—will give you a million dollars worth of laughs!

THE HOT HEIRESS

A scorching romance of a rivetting Romeo and a jazzy Juliette of Park Avenue!

A First National & Vitaphone Hit!

with

WARNER Theatre

BEN LYON-ONA MUNSON
as the Torrid Love Team
Walter Pidgeon—Inez Courtney

Cut No. 3 *Cut 40c, Mat 5c*

INTENSIVE STUDY OF SINGING AND DANCING ESSENTIAL FOR STAGE SUCCESS SAYS ONA MUNSON

Star Of "Hot Heiress" Believes That Art Of Crashing Casting Offices Is The Only Hard Work

(Feature)

By ONA MUNSON

featured player in "The Hot Heiress," First National production now current at the..... Theatre, Star of Broadway productions, "No, No, Nanette," "Manhattan Mary," "Hold Everything."

Musical comedy seems to hold an unusual attraction for talented girls. I am frequently asked how to prepare for a career in this interesting medium and how one goes about crashing the casting offices after the musical comedy arts have been mastered.

Like most subjects pertaining to the theatre it doesn't very well lend itself to broad generalizations but I think there are a number of established facts with which the ambitious novice would do well to acquaint herself.

First, there is the all-important matter of singing and dancing to which years of intensive training should be devoted. I am, of course, writing for the average earnest student; there are numerous cases where a person of much native ability and little training has become sensationally successful, but most of us are obliged to work hard to complement any natural talent we may have.

Dancing lessons should be begun as early as possible because you will not only use the actual dancing routines and exercises you learn, but hours devoted to dancing are invaluable in developing good carriage, poise, and other of the musical comedy player's stocks-in-trade.

If a pupil starts her dancing lessons at an early age she will be an accomplished dancer by the time her

...mmeasurably with the ...ons.

...er the potential Broad... has a knowledge of the twin arts of musical comedy she can go in quest of a job, the one problem in her career she must work out for herself.

I strongly recommend some time spent in vaudeville because the variety stage is exacting and it gives one that intangible something best described as "audience feel." If vaudeville proves to be impractical, take advantage of every opportunity to perform before an audience, whether it be for a few friends or at amateur benefits.

Lack of training is responsible for the failure of most musical comedy aspirants. So few novices are able to realize just how much hard work has been expended in achieving the spontaniety they see on the stage.

Marilyn Miller, for example, who is perhaps the greatest musical comedy star of our time, is what theatre people term a "natural." She has almost unequalled native ability in all branches of musical comedy essentials.

Yet, no one in the theatre works harder at keeping in tip-top shape than does Miss Miller. She has taken a dancing lesson every day for years. She accepts as a matter of fact long practice periods devoted to limbering exercises and gruelling toe routine, work so exhausting that it would break the spirit of any but the most determined novice.

After a girl has agreed to accept the never-ending study, got herself a job, and decided to cast her lot in musical comedy, she will find few branches of the theatre so interesting. Musical comedy gives her an opportunity to utilize her every talent; she sings, she dances, she acts. She learns how to wear costumes smartly and how to make the very most of whatever situation is at hand.

To be successful a musical comedy actress must possess stage personality, but fortunately that is something that can be acquired under the tutelage of a good stage craftsman.

The girl who seeks a career in musical comedy will have a lot of fun along with her hard work. Really, it's a great life and once you're thoroughly into it, there's little chance that you'll weaken.

Ben Lyon Began His Film Career At Age Of 15

(Biography as of Jan. 1, 1931)

Ben Lyon is a bona fide Southerner, having been born and reared in Atlanta, Georgia. He was educated at Park School in Atlanta and at the City College in Baltimore.

His screen career began in the form of bits and extra work when he was fifteen years old. Discouraged at his lack of success he went on the stage and achieved distinction in "Wonderful Thing," and "Mary the Third."

Resuming his picture work he had no difficulty in securing worthwhile roles. He has appeared with notable success in "So Big," "Prince of Tempters," "Flaming Youth," "Wages of Virtue," "Air Legion," "Exodus," "Bluebeard's Seven Wives," "Hell's Angels," and "The Queen of Main Street," and "My Past." His current picture is "The Hot Heiress," a First National and Vitaphone presentation now at the .....Theatre.

Lyon's favorite sports are aviation, motor racing, swimming, boxing and yachting. He is six feet tall, weight one hundred and sixty two pounds, has dark blue-grey eyes, and brown hair. He recently married Bebe Daniels, film star.

RIVETING ROMEO

Cut No. 16 *Cut 15c, Mat 5c*

In "The Hot Heiress," current Strand laugh riot, Ben Lyon proves more lovable than ever in the role of a red-hot riveter in love with the pet of Park Avenue. Ona Munson is delightful as the girl.

Riveter Weds Heiress

"The Hot Heiress," latest First National comedy, now at the..... Theatre features husky Ben Ly... and Ona Munson, as an apparen... ill-assorted pair, who meet in t... boidoir of the Park Avenue heire... when a hurtling rivet, missed by t... riveter, flies through the window, setting fire to the rug. The riveter comes across steel girders of the house being built next door to put out the fire and gets a bigger fire stated in the innards of both. Record crowds are applauding to the echo at the.....Theatre.

...ess"

...ng Filming

Unusual Position Of Set Kept Players Active Throughout Day

The ever-present necessity of putting forth an effort to keep fit is the bane of the existence of many film stars.

But Ben Lyon, Ona Munson, Walter Pidgeon, Inez Courtney, Thelma Todd, and other players in "The Hot Heiress," First National and Vitaphone production coming to the.....Theatre.....next, had no choice in the matter while they were working on the picture. It required plenty of good strenuous exercise to get back and fourth from the set.

"The Hot Heiress" narrates the romance of a steel riveter and his sweetheart, a wealthy debutante, who watches him work on a skyscraper from the window of her apartment next door.

An exact replica of the steel structure for a skyscraper was built on the First National back lot in Hollywood. And in order to produce the proper effect the debutante's apartment was built on a platform thirty-five feet from the ground so that the cameras, shooting through the apartment windows recorded exactly the same scene that would take place on New York's Park Avenue, the story's locale.

The apartment set was reached by a steep thirty-five foot incline which the principals were forced to climb at least three times daily; in the morning, at noon, and when the day's work was completed. They usually made even more than the required number of daily trips because the picture was produced in August and the summer temperature coupled with the powerful, heat-generating incandescent lights made the set almost unbearably warm. After each scene the players scrambled down and out for fresh air.

"And if you don't think climbing thirty-five perpendicular feet ten times every day isn't enough exercise, you should try it," Miss Munson says. "I lost three pounds the first week and a pound or so every week thereafter."

COME ON IN AND MEET THE HOT HEIRESS !

She's the cats—
She's the berries—
She's a lovely dame—
Gee, but you'll be awfully glad you came!

the HOT HEIRESS

Don't Miss Her—She's Rich!

with

BEN LYON
ONA MUNSON
WALTER PIDGEON

A First National & Vitaphone Hit!

DES MOINES THEATRE

Cut No. 9 *Cut 20c, Mat 5c*

He's Met THE HOT HEIRESS

AND SHE'S MADE AN IMPRESSION!

She gives the cold shoulder to a blue-blooded nobleman for this red-blooded nobody! Shirt-sleeves are his coat of arms!

BEN LYON

In His Best Role

ONA MUNSON—WALTER PIDGEON

A First National & Vitaphone Picture

Now Playing **RIVOLI** Last 3 Days

Cut No. 5 *Cut 40c, Mat 10c*

First National Is Giving You A Corking Picture—And A Campaign That Can't Be Beat!

SHE BELONGS TO THE FOUR HUNDRED! HE BELONGS TO THE FOUR MILLION!

But they belong to each other when they discover that love is the same on Park Avenue or the Bowery!

His manners were bad—But his lovin' was good!

THE HOT HEIRESS

Written by the Brilliant Authors of Broadway's Biggest Hits
Fields, Rodgers & Hart
with
BEN LYON and ONA MUNSON
as the torrid love team, supported by
Walter Pidgeon—Inez Courtney

NOW PLAYING REXY

Cut No. ... Cut 40c, Mat 10c

Hollywood Marriages Safer To-Day Due To Saner Attitude Taken By Movie-Going Public

Ben Lyon, Famed Star, Says Marriage Doesn't Conflict With Film Careers In His Opinion

(*Advance News*)

"I see no reason why marriage and two careers cannot be successfully combined," says Ben Lyon, whose recent wedding to Bebe Daniels, film star, was the outstanding social event of the year in Hollywood.

"The fact that the marriages of a large percentage of picture people have not lasted doesn't in the least disturb us.

"I think conditions in Hollywood have changed greatly during the last five years. A few years ago a professional couple had more difficulties to overcome before they could attain happiness.

"Perhaps the most important change has taken place within the public itself. "A public which idolized the screen's romantic figures didn't want its illusion shattered by knowing that the objects of its adulation were just ordinary home mortals like themselves.

"To know that a much-admired player had breakfast seven times a week with his wife, an actress thoroughly familiar to the public, somehow conflicted with the accepted idea of romanticism.

"Now no one seems to care about a player's domestic state so long as his talkie performances are adequate. This saner attitude of the public has removed one of the most formidable stumbling blocks in the paths of movie marriages.

"Professional jealousy — another difficulty—is being removed as pictures come more and more to be built around a competent cast rather than around a single personality.

"Hollywood, while still far from standardized, is nevertheless much less hectic than it formerly was. Which is yet another point in favor of its residents who contemplate matrimony.

"Bebe and I—she insists upon being called Mrs. Lyon, which I find very encouraging—follow no particular code of do and don't. We've both had love affairs before so we each felt we knew when we had met the proper person.

"We had a long engagement and didn't plunge into marriage hastily consequently we're quite certain that our chances for continued happiness are very great."

Lyon's next screen appearance is in "The Hot Heiress," a First National and Vitaphone production which comes to the.....Theatre for .....beginning next..... The supporting cast includes Ona Munson, Walter Pidgeon, Inez Courtney, Thelma Todd and Tom Dugan.

I'M FALLIN' FOR YOU, BABY!"

She's one of the idle rich who works fast!!

Come and Meet

THE HOT HEIRESS

with

That Romantic Team

BEN LYON-ONA MUNSON

Walter Pidgeon-Inez Courtney

A First National & Vitaphone Picture

Cut No. 13, *Cut* 20c, *Mat* 5c

Actress Favors Poetry

For the last six years the Oxford Book of Verse has always been on a stand beside the bed of Ona Munson, featured player in "The Hot Heiress," a First National picture which will be the next attraction at the.....Theatre. It is Miss Munson's custom to read several poems every night before she falls asleep. Shelley is her favorite poet.

Walter Pidgeon Is Hollywood's Most Eligible Bachelor

(*Advance News*)

When Ben Lyon recently married Bebe Daniels, Walter Pidgeon, according to Hollywood chatter, became the film colony's most eligible bachelor.

Pidgeon's work as the swashbuckling colonel in "Bride of the Regiment" established him as the type which has become almost extinct in this day of polite drawing room comedy and films devoted to college romance. He has become the target for adoring fan notes and the subject of eulogies from lady fan magazine writers.

The crown of filmdom's favor rests very lightly upon its new wearer. It neither annoys him nor pleases him overly much. He is a man's man six feet, two inches tall and athletic, fulfilling both the requirements of romance and good fellowship.

Pidgeon is seen in what for him is a new type of role in "The Hot Heiress," a First National and Vitaphone production which comes to the.....Theatre..... Other principals in the cast include Ben Lyon, Ona Munson, Inez Courtney, Tom Dugan, Thelma Todd, Holmes Herbert, and Nella Walker.

"The Hot Heiress," directed by Clarence Badger, is an original for the screen by Herbert Fields, with incidental songs by Richard Rodgers and Lorenz Hart.

STARTING FRIDAY

THE HOT HEIRESS

Ben Lyon
Ona Munson

She's got the Country Bothered!

Cut No. 22 *Cut* 20c, *Mat* 5c

Movie Extra Work Too Slow For Lyon

Ben Wanted To Reach Stardom Hurriedly So He Took to the Stage

(*Advance Reader*)

Discouragement with his lack of progress as a movie extra is responsible for the present successful screen career of Ben Lyon who is seen in "The Hot Heiress," a First National and Vitaphone presentation now current at the..... Theatre.

Lyon has always been movie-struck. At the age of 15 he set out to make a name for himself in pictures. Extra work and very occasional bits dampened his enthusiasm. He left pictures in disgust and went on the stage.

In a few years he was playing leads in important Broadway productions. His work in the plays, "Wonderful Thing" and "Mary the Third," attracted the attention of film producers who offered him lucrative movie contracts. He happily returned to his first love, the screen, and since that time has worked for every major producing company.

Ona Munson, Broadway star, is co-featured with Lyon in Clarence Badger's production of "The Hot Heiress," an original for the screen by Fields, Rodgers and Hart. The supporting cast includes Walter Pidgeon, Tom Dugan, Holmes Herbert, Inez Courtney, Thelma Todd and Nella Walker.

Inez Courtney in New Role

Inez Courtney, diminutive comedienne who was recruited from the New York stage for her screen debut in "Loose Ankles," is seen in a typical characterization in "The Hot Heiress," a First National and Vitaphone production coming to the .....Theatre ..... Ben Lyon and Ona Munson play the romantic leads. Miss Courtney recently appeared in "Spring Is Here," "Song of the Flame," and "Bright Lights."

SHE PASSES UP A COMING-OUT PARTY FOR A GOING-OUT PARTY!

Counts didn't count when she could spend the evening with a day-laborer! He was a high-class lover from a low-class family!

And 2 Great VITAPHONE SHORTS

The HOT HEIRESS

with

BEN LYON AND ONA MUNSON

Walter Pidgeon—Inez Courtney—Tom Dugan

STARTS TODAY PALACE

A FIRST NATIONAL & VITAPHONE HIT!

Cut No. 12 *Cut* 60c, *Mat* 15c

Back "The Hot Heiress" With All You've Got. Good Pictures Demand Good Advertising!

Circle

SHE HAS HIM UP IN THE AIR

"Oh, be careful! My heart's in my throat!"
"It's okay, lady! You're giving me heart trouble too!"
"Look out, you'll fall!"
"You said it! I'm falling already . . . falling for you . . . falling in love!"

the

HOT HEIRESS

with

The Romantic Laugh

BEN LYON—ONA M

Walter Pidgeon—Tom Dug

A First National & Vitaphone Picture

Cut No. 7 *Cut* 40c, *Mat* 10c

RIVETER CRASHES HIGH SOCIETY

"The Hot Heiress," latest First National production, now at the .....Theatre, is one of the most hilarious and human comedies of the year. The story is an original by Herbert Fields. Rodgers and Hart, famous Broadway song-hit writers have done three songs in keeping with the spirit of the piece. They are "Like Ordinary People Do," "You're the Cats" and "Nobody Loves a Riveter." Ben Lyon, celebrated for his fine work in "Hell's Angels" is featured with beautiful Ona Munson. Others in the cast are Tom Dugan, Inez Courtney, Walter Pidgeon and Holmes Herbert. Clarence Badger directed.

"The Hot Heiress" is modern, suffused with the gaiety of youth, and amusing in the extreme. The story is off at a swift gallop at the moment when the iron riveter misses a rivet his helper tosses him, on the twentieth story of a skyscraper they are working on. It hurtles into the dainty boudoir of a society girl, who is even then repining at the fact that she is engaged to marry a rich nitwit.

The red-hot rivet sets her rug afire and the roughneck hoofs it across the high girders to her window and swings in. Then and there the belle of Park Avenue decides that her one object in life is to capture the husky youth, even if it means changing **pate de fois gras** to corn beef and cabbage. How she does it, is the story. Come and laugh at 'em and with 'em.

His Manners Were Bad —But His Lovin' Was Good!

HE'S MET

THE HOT HEIRESS

And She's Made An Impression!

BEN LYON

in his best role, supported by

Ona Munson - Walter Pidgeon

A First National & Vitaphone Hit!

Cut No. 4 *Cut* 20c, *Mat* 5c

Lyon Licensed Pilot

Aviation is the chief hobby of Ben Lyon, prominent young actor who has the featured lead in "The Hot Heiress," a First National picture now current at the..... Theatre. Lyon has enjoyed a long and distinguished career in pictures but his very proudest accomplishment is the possession of a government pilot license. "Number 4374," he always hastens to add.

Three Song Hits Especially Written For "Hot Heiress"

(Advance News)

Richard Rodgers, composer, and Lorenz Hart, lyricist, have written five new songs for "The Hot Heiress," Herbert Fields' original screen story which is booked for a..... day engagement at the..... Theatre beginning.....

Rodgers and Hart, who collaborated on "The Garrick Gaieties," "A Connecticut Yankee," and "Spring Is Here," as well as other outstanding musical comedies, have long had individual hits in the best-seller class with both sheet music and phonograph recordings.

"My Heart Stood Still," from "A Connecticut Yankee"; "With A Song In My Heart," from "Spring Is Here"; and "Ten Cents A Dance," from "Simple Simon," are among their noteworthy successes.

"Like Common People Do," and "You're the Cat's," are the hit numbers in "The Hot Heiress," a First National and Vitaphone production.

Ben Lyon and Ona Munson are featured in the film with Walter Pidgeon, Inez Courtney, Tom Dugan, Thelma Todd, Holmes Herbert, and Nella Walker in supporting roles.

Foremost Dancing Ingenue Has Never Had Any Lessons

(Advance Reader)

Inez Courtney, soubrette who left the New York musical comedy stage to try films and whose latest screen effort, "The Hot Heiress" will be seen at the.....Theatre..... next, was adjudged by The Dance Magazine the cleverest dancer among the musical comedy comediennes on the New York stage dur- work r Spring Is

g the 1929 season in rk the nineteen-year-old actress went to Hollywood and very quietly set about establishing herself in pictures. Her first role was with Douglas Fairbanks, Jr. and Loretta Young in "Loose Ankles." This was followed by "Spring Is Here," in which her first screen dancing was seen, "Song of the Flame," and "Bright Lights," in all of which she proves herself the ideal talking picture comedienne who is an all-around performer.

Although she has never had a dancing lesson Miss Courtney arranges practically all her own routines. She both dances and sings in "The Hot Heiress."

Ben Lyon and Ona Munson have the leads in "The Hot Heiress," which is an original screen play by Herbert Fields with songs by Richard Hart and Lorenz Rodgers. It was Clarence Badger's directorial assignment.

Nella Walker, Haughty Bon Ton Lady, In Cast Of "The Hot Heiress"

(Advance Reader)

Nella Walker who specializes in screen characterizations of haughty society ladies, is cast as one of the doubtfully elite in "The Hot Heiress," the First National picture which comes to the.....Theatre .....next.

In "The Hot Heiress" Miss Walker mixes hysteria and fainting with her Park Avenue manner as the explosive mother of Ona Munson, becoming indisposed wherever it appears that her daughter isn't going to marry a millionaire clubman, thereby insuring her standing in the Social Register.

Miss Walker considers unequalled poise one of her most valuable assets but she declares hysteria is one of the easiest emotions to express.

Ben Lyon and Ona Munson have the featured roles in "The Hot Heiress," which is an original screen play by Herbert Fields with incidental songs by Richard Rodgers and Lorenz Hart. Supporting players include Inez Courtney, Tom Dugan, Thelma Todd and Elise Bartlett.

Riveters and Heiress Make Merry at Strand

Cut No. 17 *Cut* 30c, *Mat* 10c

Tom Dugan, Ona Munson and Ben Lyon in a scene from the current laugh sensation at the Strand, "The Hot Heiress." It is an original story by the famous writing wonders, Herbert Fields, Richard Rodgers and Lorenz Hart. A First National Picture.

LAUGH WITHOUT GROWING FAT

An evening of the heartiest and most good-humored laughter to be found anywhere is guaranteed all those who see "The Hot Heiress," the First National production, now showing at the.....Theatre.

Ben Lyon, whose magnificent work in "Hell's Angels" and in "My Past" is featured with beautiful Ona Munson. Others in the cast are Walter Pidgeon, Holmes Herbert, Inez Courtney and Tom Dugan. The piece was directed with keen humor and humanity by Clarence Badger.

The story, which is an original by Herbert Fields, is very much out of the ordinary, and Rodge Hart, Broadwa hit-makers have done three captivating songs, "Like Ordinary People Do," "You're the Cats" and "Nobody Loves a Riveter."

The truth of the last title is to be doubted, however, for more than one feminine heart among the fans will be envying the "Hot Heiress" her roughneck lover, played with such gusto by Ben Lyon.

Is Versatile Director

Clarence Badger, responsible for the direction of "The Hot Heiress," a First National picture now playing at the.....Theatre, is one of Hollywood's most versatile directors. Having complet "Par with Irene "Woman Man, a gay musi Hot Heiress." and Munson are featured.

All This Week **PANTHEON** Come Early!

SHE'S ONE OF THE IDLE RICH WHO WORKS FAST

Capitalists didn't interest her so she invested her love in common stock! Her family was in the social register—his wasn't even in the phone book!

The

HOT HEIRESS

with

BEN LYON and ONA MUNSON

Walter Pidgeon—Inez Courtney
Tom Dugan

A First National and Vitaphone Hit!

Added Attraction VITAPHONE SHORTS!

Cut No. 18 *Cut* 40c, *Mat* 10c

The Trailer On This Picture Is A Great Gross Builder. Start It Early!

Unusual Fan Femme Compliment Puzzles Mr. Walter Pidgeon

(Advance Reader)

Walter Pidgeon, featured player in First National's "The Hot Heiress" which opens at the..... Theatre.....next, was recently the recipient of an unusual fan compliment.

Pidgeon found among his fan mail a scented envelope which contained a full page photograph from "The Spur," swanky publication which caters to the elite. The subject was an attractive young woman who was posed in a garden surrounded by a flock of pigeons. The picture was captioned "A Pigeon Fancier," but the young woman had added a "d" which made it read "A Pidgeon Fancier." All other identification, the date line, and name of the subject, had been blotted out.

Pidgeon went all over Los Angeles buying copies of "The Spur" in an effort to find the issue in which the photograph appeared but was unsuccessful. The identity of "A Pidgeon Fancier" still remains unestablished.

Other players in "The Hot Heiress" include Ona Munson, Ben Lyon, Tom Dugan, Inez Courtney, Thelma Todd, Elise Bartlett, George Irving and Holmes Herbert. Clarence Badger directed.

Tom Dugan Really Plays Tom Dugan

(Current Reader)

Tom Dugan's character name in "The Hot Heiress," a First National picture now current at the .....Theatre, is Tom Dugan. Not that the comedian is playing himself. He isn't. It's a far cry from the reserved Thomas Dugan of Dublin, Hollywood, New York, and other world centers, to Tom wisecracking "mick" steel ess."

RITZY ROMANCE OF A RIVETING ROMEO and a BLUE-BLOODED RED-HEADED DAME

He can hold sizzling rivets without getting burnt—can he handle this white hot pet of Park Avenue? A dazzling debutante high-hats the high-brows for a roughneck riveter—

WHY?

Oh baby—you'll be surprised!

She's Got The Whole Town

Punch-Packed Posters Plugging Every Angle Of Appeal! Buy By The Bargain Scale

Twenty Four Sheet

One Sheet A

One Sheet B

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